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FREDERICK LOESER &amp; CO.

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**Frederick Loeser & Co.**  
In every detail the Leading Retail Establishment of Brooklyn.

## Corsets : : Two Specials.

Tape Girdles at 39c. Pretty Tape Girdles in two models, one of fancy batiste, figured; the other of white tape, with garters attached. Sizes 18 to 24.  
\$1.50 to \$2.50 Corsets, 98c. 300 pairs of Augustine and Sonnette Corsets in white and gray, a variety of models, medium and dip hip, made of coutille and batiste, some with garters on front, sizes 18 to 30. Second Floor.

The World's Broadest Guarantee is  
**YOUR INSURANCE POLICY**  
In Buying at Loeser's.

As against the many exaggerated claims of low prices with which the daily papers are filled, we offer OUR GUARANTEE, the broadest given to the public by any house in the world.

We guarantee the price of everything we sell to be as low as or lower than the same article or pattern can be bought anywhere else. If in a day, a week or a month later you find the same thing lower elsewhere make a claim upon us and it will be allowed at once. What broader guarantee can be given? It covers every line of merchandise we sell, and under any circumstances the patron of Loeser's is protected.

This guarantee renders it absolutely impossible for any house in Greater New York, under any circumstances or conditions, to sell the same goods or patterns for lower prices than we do, as we are sure to discover any change in price almost at once, and then our guarantee makes good. Every claim covered by our guarantee is allowed instantly, with thanks for the information we receive.

We fully realize that there is only one sentiment in business—CONFIDENCE. After that the entire structure is built upon prices and quality. Every purchase made of us carries with it AN INSURANCE POLICY against the possible loss of a single penny under any circumstances which can or may arise within thirty days. Is any further argument needed? Can there possibly be a safer store?

**A Fur Sale Beyond All Precedent.**  
An Immense, Fine Stock : : HALF TO PAY.

THE LOESER FUR SALES of the past few weeks have stirred very wide interest—and deserved to. Through our peculiar prestige in the Fur business, and also through favoring trade conditions, it has been possible to offer very fine Furs for far below their worth—to make a new record in value giving, in fact. And now, exceeding in character and volume not only all Fur Sales outside of this Store, but also our own best records, comes to-morrow an entirely new stock of Furs.

**\$35,186 WORTH TO SELL AT \$17,593.**

It is the whole stock of a Manhattan furrier who is famous not only for the quality of the furs he uses, but for the distinctive style and newness of his garments and neckwear. Nothing finer than his product is to be found, no matter where you go or what you pay. Our broad guarantee is back of every piece, but it is not needed. And these are the Furs that to-morrow you may choose from for HALF OF THE LOW PRICES WHICH ARE USUAL HERE.

These Furs are priced so low and our margin of profit is so little that they will not be sent C. O. D. or credited. We will, however, exchange any piece within 48 hours, if any is left.

## Scarfs and Neckwear.

**\$15 Scarf, \$7.50.**  
Natural gray astrakhan double throw Scarf.

**\$30 Scarf, \$15.**  
White broadtail shaped Tie, trimmed with silk ornaments.

**\$36 Scarf, \$18.**  
Natural Eastern mink throw Scarf, satin lined and finished, with a cluster of tails.

**\$40 Scarf, \$20.**  
Natural Alaska sable (skunk) shaped Scarf.

**\$45 Scarf, \$22.50.**  
Blended mink Scarf, natural effect, trimmed with tails and claws.

**\$55 Scarf, \$27.50.**  
Silver lynx double throw Scarf, trimmed with brush and tails.

**\$66 Scarf, \$33.**  
Black eyed Alaska lynx, small Shawl.

**\$75 Scarf, \$37.50.**  
Natural Eastern mink Shoulder Piece, white broadtail yoke, trimmed with tails and claws.

**\$90 Scarf, \$45.**  
Persian lamb and ermine Tie, trimmed with silk fringe.

**\$100 Scarf, \$50.**  
Extra large royal Ermine Throw Scarf.

**\$125 Scarf, \$63.**  
Natural Hudson Bay sable, three skin Scarf, trimmed with tails and claws.

**\$160 Scarf, \$80.**  
Blended Hudson Bay Sable Shawl, trimmed with tails and paws.

**\$180 Scarf, \$90.**  
Natural Eastern mink Shawl, stole ends.

**\$220 Scarf, \$110.**  
Natural Russian crown sable, three skin Scarf, trimmed with tails and claws.

**\$280 Scarf, \$140.**  
Natural Hudson Bay sable throw Scarf, with royal ermine lining, tails and paws.

**\$30 Muffs, \$15.**  
Persian lamb, Empire style.

**\$15 Muffs, \$7.50.**  
Monkey, Empire shape.

**\$36 Muffs, \$18.**  
Blended fisher flat Muffs.

**\$40 Muffs, \$20.**  
Silver lynx flat Muffs.

**\$67.50 Muffs, \$33.75.**  
Royal ermine round Muffs.

**\$90 Muffs, \$45.**  
Blended Hudson Bay sable Empire Muffs, trimmed with tails and paws.

**\$110 Muffs, \$55.**  
Royal ermine, pure white skins, Empire Muffs.

**\$120 Muffs, \$60.**  
Blended Hudson Bay sable, five stripes, Empire Muffs.

**\$170 Muffs, \$85.**  
Natural Hudson Bay sable, five stripe Muffs.

**Fur Coats.**  
**\$130 Coat, \$65.**  
Auto Coat of Russian pony, finished with large buttons and cloth lined.

**\$200 Coat, \$100.**  
Walking Coat of gray dyed caracul, tailor made pockets and buttonholes, edged with narrow silk braid.

**\$275 Coat, \$137.50.**  
Persian lamb Coat, full blouse front and back, full sleeves, passementerie trimming.

**\$300 Coat, \$150.**  
Persian lamb Coat, cape over shoulders, military finish, satin brocade lining.

**\$350 Coat, \$175.**  
Broadtail coat with plaited back, frog and shoulders, finished with velvet braid and lace and gun metal buttons.

Second Floor, Front.

## Nottingham Lace Curtains—Under Half.

An offering even more amazing than the great sales of the past two weeks will be ready to-morrow. The whole surplus stock of one of the best makers of Nottingham Curtains is here—many little lots that are absolutely perfect and many, too, that are not perfect. The hanks are very little—dropped stitches, small holes, slight variations in length, etc. They are more than paid for by the lowered prices.

We have divided these Curtains into four lots and will offer them to-morrow at:

**75c., 98c., \$1.19 and \$1.58 a Pair—Under Half Usual Prices**

There are hundreds of patterns and both white and Arabian colors. The quantities range from 2 to 65 pairs of pattern. It is a very remarkable opportunity.

## Other Notable Values.

**White Irish Point Curtains.**  
At Less Than Import Cost.  
\$1.98, regularly up to \$4 a pair.  
\$2.35, regularly up to \$4.75 a pair.  
\$2.98, regularly up to \$5.50 a pair.  
\$3.50, regularly up to \$6 a pair.  
\$4.75, regularly up to \$7.50 a pair.  
\$6.98, regularly up to \$10 a pair.

**Real Point Arab Lace Curtains.**  
Four lots of fine qualities, including both the insertion and edge styles.

**Silk Floss Sofa Pillows.**  
Covered with good white muslin, at less than manufacturer's cost.  
22 inch, regularly 48c., at 24c. each.  
24 inch, regularly 58c., at 29c. each.  
26 inch, regularly 68c., at 39c. each.  
Third Floor.

**Men's Shirts, Night Shirts, Neckwear.**  
More Astonishing Value-News To-Day.

Extra preparation has been made to serve promptly every man who is in a hurry. You will be sorry if you miss the chance:

\$1 Plaid Negligee Shirts, 49c.  
\$1 Cheviot Negligee Shirts, 69c.  
50c. Muslin Night Shirts, 35c., or 3 for \$1.

75c. Unlaundersed Shirts, 50c.  
75c. Muslin Night Robes, 48c.  
50c. Black and White 4-in-Hands, 25c.  
Main Floor, Elm Place Entrance.

**Many Pianos Added to This**  
**Greatest of Underprice Sales.**

The character of the instruments which were offered at great concessions from the customary prices made the past week the greatest January week the Piano Store has ever known. But it was impossible to get a number of the instruments ready in time for that offering, and so it happens that in the new list which we present to-day there are some of the most astonishing values of the whole movement.

These Pianos are instruments we have taken in exchange for other Pianos, for the Pianola Piano and also many of our own Pianos which have been used on rental.

The Pianos in this sale are far and away the best we ever had to offer under price. Every one carries the full Loeser guarantee—so you are as well safeguarded from disappointment as though you bought a new instrument. Here is the list:

Price New.	Sale Price.	Price New.	Sale Price.
Chickering, grand	\$1,000	\$250	
Emerson, upright	355	275	
Emerson, upright	325	250	
Emerson, upright	285	300	
Cable-Nelson, upright			
sample, new	225	150	
Richmond, upright	275	200	
Heller, upright	275	225	
Heller, upright	250	200	
Heller, upright	250	200	
Rudolf, upright	195	150	
Smith & Barnes, mahogany upright	265	225	
Smith & Barnes, walnut upright	265	225	
Smith & Barnes, upright	290	175	
Smith & Barnes, oak upright	265	225	
Star, art case, upright	450	325	
Star, upright	400	300	
Reiman mahogany upright	225	175	
Reiman, walnut upright	225	175	
Reiman, oak upright	225	175	
Behr Bros., white and gold upright	425	375	
Behr Bros., walnut upright	450	300	
Gaylord, upright	250	195	
Howard, upright	250	175	
Kayton, upright			
Knabe, upright			
Knabe, Colonial upright			
Knabe, baby grand, mahogany	950	800	
Knabe, baby grand, mahogany	750	625	
Knabe, parlor grand, mahogany	1,650	850	
Knabe, grand, mahogany	600	125	
Singer, upright	200	150	
Miller, upright	350	175	
Chase, upright	300	225	
Calenberg & Vupeel, upright	350	75	
Haines, Brothers, upright	400	95	
Schiller, upright	290	200	
Berry, square	350	25	
Brooks, square	300	40	
Gabler, square	350	50	
Gilbert, square	300	35	
Greenstein, square	350	35	
Naime & Fischer, square	350	20	
Provost, square	300	15	
Walker, square	300	25	
Weber, square	450	50	
Waters, square	350	75	

Last of the Used Pianolas at the Following Prices:

1 ebony	\$150	1 Circassian walnut	\$175
1 ebony	\$175	1 mahogany	\$200
1 mahogany	\$175	1 ebony	\$200

## White Japanese Habutai Silks.

Lowest Prices Ever Known.

Dainty white Silks from Japan—unconquerable Japan—will to-morrow make one of the characteristic offerings from the Loeser Silk Store. White Habutai Silks are in steady demand always for pretty, girlish frocks, for waists, linings, underwear, for manifold uses. To get choice from such a comprehensive stock and such a good stock at these prices is enough to make a stir:

30c. 20 inch Habutai Silks at 20c.  
30c. 23 inch Habutai Silks at 29c.  
50c. 27 inch Habutai Silks at 39c.  
65c. 27 inch Habutai Silks at 49c.

75c. 27 inch Habutai Silks at 59c.  
85c. 27 inch Habutai Silks at 69c.  
95c. 27 inch Habutai Silks at 79c.  
\$1.25 36 inch Habutai Silks at 79c.

Main Floor, Bond Street.

**Knit Underwear & Hosiery,**  
Less Than Actual Cost : : Great News.

We have made the details brief. But they are important—worth careful reading.

**Women's Hosiery.**  
20c. and 25c. Stockings, 10c.  
Fast black cotton; also with unbleached split feet. None sent C. O. D.

**50c. Stockings, 25c.**  
Fast black gauze lisle thread, with garter tops; also lisle thread lace all-over and lace instep styles.

**Children's Hosiery.**  
25c. Stockings, 12½c.  
Fast black ribbed cotton Stockings. None sent C. O. D.

**Men's Hosiery.**  
25c. Socks, 12½c.  
Fast black ingrain cotton with unbleached split feet; also black lisle and cotton and fancy lisle thread.

**Women's Underwear.**  
20c. and 25c. Underwear, 12½c.  
Ribbed shaped french cotton Vests and ankle length French band Drawers to match. Also low neck, sleeveless, Swiss ribbed, lisle and cotton Vests, plain and some trimmed with lace. None sent C. O. D.

**Children's Underwear.**  
25c. and 35c. Underwear, 12½c.  
Ribbed, shaped and straight fleece lined cotton Vests and Pantslets. Because the scale of sizes is not complete they are offered at high price and less. None sent C. O. D.

**Men's 50c. to \$1 Underwear, 29c. a Garment.**  
Clearance of all the small groups that have accumulated in the tremendous selling of the past few weeks. Not every size in every style, but if you find your size you get perhaps the best bargains that have ever been offered in Brooklyn. The stock includes ribbed cotton, white merino, natural merino and camel's hair merino. None sent C. O. D.

**Men's \$1 to \$1.50 Underwear at 59c. a Garment.**  
Also broken sizes—and also quite unprecedented values. The stock includes heavy ribbed cotton and heavy natural wool, as well as heavy ribbed merino in blue and fawn colors. None sent C. O. D.

Women's and Children's Underwear—Second Floor.  
All Other Advertised Goods on Main Floor.

**Men's \$15 Overcoats, \$10.**  
Men's Elevators at Elm Place.

About seventy-five Coats, all of this sort of our own stock and a third under the price at which they were unquestionably the best values anywhere.

In a nutshell that's the story.

There are all sizes, from 34 to 48 breast measure, and the group is especially interesting to large men on account of the number of big Coats included.

Materials are fine Oxford and black coatings and the models are the 48 inch "besterfield," the 26 inch loose Box Coats and the bested Tourist Coats.

It is the CHARACTER OF THE GARMENTS as well as the small prices that make the offering noteworthy. Good tailoring inside and out will insure better service from these Coats than is usual even with the ordinary store's \$15 clothing.

Second Floor, Elm Place.

**MEN'S \$6 to \$8 UMBRELLAS, \$2.98**  
A quite remarkable offering, for the generous 28 inch silk Umbrellas for men are very hard, indeed, to get under the usual prices.

This is a carefully selected collection, made to our order and ready to-morrow as one of the unusual economies that January brings in the Loeser Store. They are covered with all silk serge, with selvedge or hemmed edge, eight ribs and close rolling. The handles are all high class French horn, buckhorn, burnt and carved ivory and fine natural woods. All the trimmings are of sterling silver. Every Umbrella is guaranteed for a year's wear. Usual \$6 to \$8 values at \$2.98.

**Women's \$2 to \$2.50 Union Taffeta Umbrellas, \$1.49.**  
Look paragon frames, steel rods, close rolling. A large variety of neat handles for choice, including horn, pearl, Dresden, pearl posts, with sterling caps, etc. Umbrellas that will give excellent service.

Main Floor, Front.

The greatest Store and the greatest business in Brooklyn have risen here on the foundation of Public Satisfaction with the best service, the best assortments and lowest prices.

**ABRAHAM AND STRAUS.**

BROOKLYN.

**A Budget of Big Values—The Gist of Monday's Sales.**

\$8.00 Allover Lace Waists, \$5.98—Silk Lined.

25c. Photograph Frames, 8c.

Men's \$15.00 Suits, \$8.95.

69c. Waistings, 29c. a yard.

Women's 25c. Stockings, 15c. a pair.

44-inch Black Wool Armure, 50c. a yard.

\$1.50 Colored Worsteds Canvas, 69c. a yard.

Laces, Lace Robes and Embroideries—Unexampled Savings.

19c. Music, 13c. No mail or telephone orders filled and none sent C. O. D.

Carpetings—The Semi-Annual Clearance.

Cotton Shirt Waists—First Buds of the New Styles.

12½c. Printed Pique, 7c. a yard.

The most Important Sale of Lace Curtains and Upholsterings—Prices That Are Amazing.

Gala Day in the Art Embroidery Store.

30c. French Batiste Writing Paper, 15c. Not more than six boxes to a customer.

Women's \$2.50 Shoes, \$1.95.

Diamond Jewelry Sale Extraordinary.

10 yards Gauze Ribbon, worth 40c., at 15c. for the piece.

\$2.25 Black Chiffon Hats, \$1.69.

Silks Below the Cost of Production.

Priscilla Ham, 10c a pound—regularly 14c. No mail or telephone orders and Ham sold on Monday delivered during the week.

Women's \$8.00 Kersey and Cheviot Jackets, \$3.98.

**Silks Below the Cost of Production.**

The unparalleled Sale continued—the best makers represented—prices unprecedented—over 27,000 yards of the most desirable Silks at less than they cost the makers.

**49c. All Silk Pongees, 32c.**  
2,400 yards of 24 inch all silk Pongee, the natural ecru color; to be more popular this season than ever.

**75c. Colored Taffetas, 49c.**  
10,000 yards of Taffeta Silks, the production of one of the best makers, strong, lustrous, splendid wearing quality, a complete assortment of all the best colors, including white and black.

**75c. Crepe de Chine, 49c.**  
4,000 yards of 24 inch all silk Crepe de Chine, all colors for evening and street wear, including black.

**90c. Black Peau de Soie and Taffeta, 50c.**  
3,500 yards of 27 inch black Taffeta and black Peau de Soie, wear guaranteed.

**\$1.10 Black Peau de Soie, 69c.**  
1,000 yards of 27 inch double faced black Peau de Soie, extra heavy, rich quality, wear guaranteed.

**\$1.25 & \$1.50 Crepe de Chine & Crepe Meteor, 85c.**  
4,000 yards of 24 inch Crepe de Chine and satin finish Crepe Meteor, all the best colors, for street and evening wear, also black.

Main Floor, West Building.

**Twelve Striking Items**  
From the China and Glassware Store.

Austrian china Plates, floral border decoration and gold lined edges, in dinner, breakfast and tea sizes, value 13c., 10c. and 23c. each, at 10c., 12c. and 15c. each.

German china Cracker Jars, white and gold decorations, regularly 75c. at 49c. each.

American porcelain Dinner Sets, 102 pieces, green spray decoration, actual value \$7.00, at \$5.48 per set.

Thin porcelain Dinner Sets, 100 pieces, blue underline decoration and gold lined edges, present marked price is \$15.40, at \$14.40 per set.

Pottery Jardinieres and Pedestals, in solid colors, value \$2.98, at \$2.49 each.

German china Bath Sets, consisting of one covered soap dish, one brush vase and one mug, assorted decorations, actual value 97c., at 75c. per set.

Imitation cut glass (Crystal Sugar Bowls, now marked 95c., to go Berry or Fruit Bowls, copy of cut glass pattern, regularly 25c., at 15c. each.

Large size imitation cut glass Punch Bowls and Stands, regularly \$3.00, at \$1.08 each. None C. O. D. No mail or telephone orders and only one to each purchaser.

Handled Lemonade or Punch Cups, imitation of cut glass, regularly 75c. per dozen, at 50c. each.

Sugar and Cream Sets, imitation cut glass, regularly 25c., at 19c. per set.

Basement, West Building.

**Cut Glass and Lamps.**

Adjustment Sale—Greatly Reduced Prices.

If there were to be a great exhibition in Brooklyn and the people at large award the prizes, our Cut Glass and Lamp Department would receive the highest possible award, without a doubt, for beauty and originality of design, excellence of quality and unusual value. The great lead in the amount of business done proves that. Just wander through the beautiful display and then you will wonder at these prices: